

Statewide Lodging Performance										
Market Year	Month of April					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2010	58.3%	\$97.81	\$57.02	83,981,149	144,053,250	53.6%	\$96.76	\$51.83	306,676,448	572,576,461
2011	61.2%	\$100.55	\$61.51	88,839,640	145,222,080	56.5%	\$99.72	\$56.31	326,398,926	578,002,118
% change	4.9%	2.8%	7.9%	5.8%	0.8%	5.4%	3.1%	8.7%	6.4%	0.9%
Mountain										
2010	56.0%	\$89.15	\$49.95	9,680,125	17,276,700	53.5%	\$94.95	\$50.81	36,878,648	68,915,045
2011	59.0%	\$88.45	\$52.15	10,272,772	17,421,780	57.6%	\$97.01	\$55.88	40,083,602	69,594,152
% change	5.2%	-0.8%	4.4%	6.1%	0.8%	7.6%	2.2%	10.0%	8.7%	1.0%
State of Arizona										
2010	60.1%	\$103.12	\$61.93	1,997,721	3,326,760	61.2%	\$105.26	\$64.45	8,093,665	13,218,757
2011	61.7%	\$103.09	\$63.65	2,067,455	3,348,510	64.3%	\$106.91	\$68.74	8,571,489	13,331,040
% change	2.8%	0.0%	2.8%	3.5%	0.7%	5.0%	1.6%	6.7%	5.9%	0.8%
Metro Phoenix										
2010	61.8%	\$116.07	\$71.73	1,121,426	1,814,610	66.3%	\$119.50	\$79.19	4,776,970	7,208,132
2011	63.2%	\$115.33	\$72.87	1,159,684	1,835,340	70.5%	\$121.50	\$85.67	5,152,218	7,306,621
% change	2.2%	-0.6%	1.6%	3.4%	1.1%	6.4%	1.7%	8.2%	7.9%	1.4%
Metro Tucson										
2010	59.1%	\$98.21	\$58.04	283,337	479,460	62.8%	\$102.92	\$64.68	1,205,663	1,918,666
2011	60.5%	\$96.72	\$58.47	289,653	479,130	63.9%	\$102.04	\$65.20	1,224,646	1,916,520
% change	2.3%	-1.5%	0.7%	2.2%	-0.1%	1.7%	-0.9%	0.8%	1.6%	-0.1%
Flagstaff AZ										
2010	59.8%	\$66.04	\$39.47	92,623	154,950	51.7%	\$64.71	\$33.44	320,304	619,859
2011	57.6%	\$67.80	\$39.03	89,204	154,950	49.9%	\$65.76	\$32.81	309,198	619,800
% change	-3.7%	2.7%	-1.1%	-3.7%	0.0%	-3.5%	1.6%	-1.9%	-3.5%	0.0%
Non-metro AZ										
2010	57.0%	\$82.31	\$46.96	559,494	980,760	51.1%	\$75.81	\$38.70	1,982,947	3,884,239
2011	58.7%	\$84.54	\$49.63	576,044	981,300	53.0%	\$76.77	\$40.69	2,065,051	3,896,399
% change	2.9%	2.7%	5.7%	3.0%	0.1%	3.8%	1.3%	5.1%	4.1%	0.3%

Source: Smith Travel Research